



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/988,291 Confirmation No.: 8456
Applicant : Michael ROTHMAN et al.
Filed : November 19, 2001
Title : SYSTEM AND METHOD FOR GATHERING AND
STANDARDIZING CUSTOMER PURCHASE INFORMATION
FOR TARGET MARKETING
TC/Art Unit : 3624
Examiner: : Geoffrey Akers

Docket No. : 47004.000180
Customer No. : **21967**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**RESUBMISSION OF PREVIOUSLY FILED
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

On August 19, 2004, Applicant filed a Supplemental Information Disclosure Statement in the above application in which the Application Serial Number was incorrect, i.e., 09/998,291. The correct Application Serial Number should be: 09/988,291. A copy of the original submission with the corrections highlighted in yellow is enclosed including a date-stamped postcard indicating the original Supplemental IDS of August 19, 2004.

In order to ensure that the PTO enters the three references into the record and considers such, Applicants hereby resubmits the original submission.

It is believed that no fee is required for consideration of this resubmission. However, in the event that a fee is deemed necessary to enter this Resubmission of Supplemental IDS or to

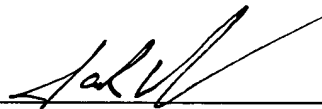
maintain the instant application pending, the Commissioner is authorized to charge such fee to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: August 31, 2004

By:


James R. Miner
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UTILITY ☒

DESIGN ☐

Application Serial No.: 09/98,291
Inventor: Michael ROTHMAN et al.
Filing Date: 11-19-01
Atty/Sec.: OAF/sdw

Client/Matter: 47004.000180
Client: FUSA

Date: August 19, 2004

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER
PURCHASE INFORMATION FOR TARGET MARKETING

The following has been received in the U.S. Patent and Trademark Office
on the date stamped hereon:

1. Supplemental IDS
2. Form PTO/SB/08A
3. 3 References



DOCKETED

8/20/04



~~IN~~ THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

----- In accordance with 37 C.F.R. § 1.97(b), this Supplemental Information Disclosure Statement is believed to be submitted prior to issuance of a first Office Action. Therefore, it is respectfully submitted that no fee is required for consideration of this information. However, in the event any fee is deemed necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

In the event any variance exists between the amount enclosed and the Patent Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: August 19, 2004

By:



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OAF/sdw

PATENT & TRADEMARK

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09/088,291 988,291

November 19, 2001

Michael ROTHMAN et al.

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NON-PATENT LITERATURE DOCUMENTS			TRANSLATION	
*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	YES	NO
	2.	CRAIG STEDMAN, Computerworld, Vol. 32, No. 16, pp. 20, April 20, 1998, "Utilities, telcos seek marketing edge, Abstract		
	3.	The Customer Interaction Specialist, Salesforce Automation/Customer Relationship Management, Computer Telephony Solutions, printed 5/25/1999, 2 pages		

DATE CONSIDERED

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